

## PROBLEM INTERVIEW SCRIPT DECONSTRUCTED

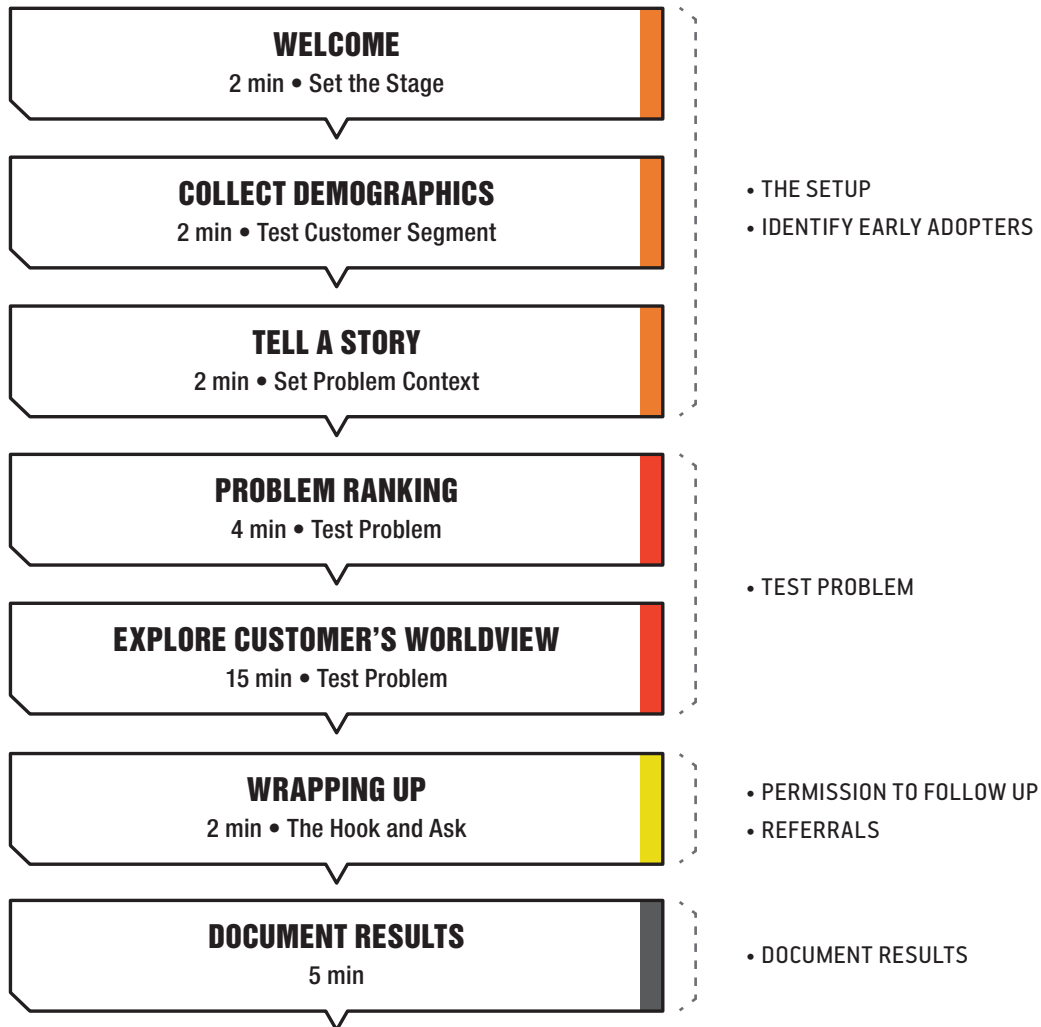


Figure 7-3. *Problem interview script*

### Welcome (Set the Stage)

(2 minutes)

Briefly set the stage for how the interview works:

Thank you very much for taking the time to speak with us today.

We are currently working on a photo and video sharing service designed for parents. I got the idea for the service after recently becoming a parent and watching my wife get frustrated with existing solutions.

But before getting too far ahead of ourselves, we wanted to make sure other parents share these problems and see whether this was a product worth building.